

USDA Weekly Retail Shell Egg and Egg Products Feature Activity Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 09/16 thru 09/22. (prices in dollars per carton)

	SHELL EGG NATIONAL SUMMARY													
			THIS	WEEK			PREVIO	US WEEK	(PREVIOUS YEAR				
Feature Rate		30.	1% of 19	,500 sto	es	25	.1% of 19	9,500 sto	res	21	21.4% of 19,200 stores			
		X LA	ARGE	LAR	GE	X LARGE LARGE		X LARGE		LARGE				
			Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
R	USDA GRADE AA													
E	White 12 pack	10	0.99	10	1.50			140	1.39	10	1.29	300	1.31	
G	White 18 pack			260	2.26			1,790	2.53					
U	Brown 12 pack									20	1.18			
L	USDA GRADE A													
	White 12 pack	40	1.37	820	1.47	20	1.60	290	1.43	90	1.44	340	1.01	
R	White 18 pack			740	2.67			470	2.33					
	Brown 12 pack							10	1.59					
	USDA ORGANIC													
s	White 12 pack													
P	Brown 12 pack	20	3.99	380	3.76	40	3.49	480	3.70	10	2.98	250	3.70	
E	OMEGA-3													
C	White 12 pack			3,920	2.26	10	2.79	1,130	2.25	460	3.08	1,900	2.54	
ı	Brown 12 pack			300	2.78			60	2.39			150	2.88	
A	CAGE-FREE													
Ĺ	White 12 pack	30	2.49			30	2.50	420	2.09			180	2.33	
Т	Brown 12 pack	20	2.69	900	3.23	60	2.99	1,070	2.50			890	2.87	
Y	VEGETARIAN FED													
	White 12 pack													
	Brown 12 pack			290	3.01			100	2.35			780	2.93	

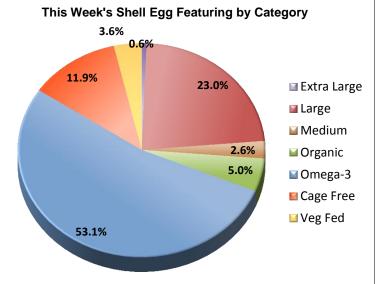
Activity Summary	THIS WEEK LAST WEE		YEAR AGO	INVENTORY 5/		
Regular	1,880	2,720	760	Large Eggs on		
Specialty	5,860	3,400	4,620	Sep-12-2011		
Total (includes MD)	7,950	6,250	5,470	474.9		
Special Rate 4/:	2.3%	1.5%	2.1%	down 8.3%		

5/: 1,000's of 30-doz cases

SHELL EGG and EGG PRODUCTS FEATURING

Featuring of regular shell eggs is down as ad space in many circulars is filled with promotions for specialty shell eggs. The average price of Grade A or better, Large white eggs offered to consumers continues at a record high level but is slightly lower than in previous weeks. Shoppers looking for 'no price' incentives will have an easier time finding them as they are more visible. Promotional activity for specialty eggs is substantially higher as ads offering Omega 3 eggs are more than double. Features for liquid eggs maintain a steady pace with 14 to 16 ounce cartons being advertised across the nation. Overall, the egg inventory continues to soar above the level of retail demand at weeks end.





All report information gathered from publicly available sources including store circulars, newspaper ags, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. 2/: ACTIVITY INDEX: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) 3/: STORES/AVG: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/: SPECIAL RATE: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

-			_	EAST U.S.				AST U.S.				EST U.S.			
	Feature Rate 17			,NH,NJ,NY,PA,F sampled outlet	. ,		(AL,FL,GA,MS,N 60.3% of 5,100		,	(IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI) 21.3% of 3,300 sampled outlets					
	Activity Index 4	•		10 (includes Me		Acti	vity Index = 2,96	0 (includes Med	Activity Index = 570 (includes Medium)						
CLASS		EXTRA LAF	RGE	LA	RGE	EXTRA	LARGE	LARGE		EXTRA LARGE		LARGE			
			es Avg 3/	Price Range		Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores	Avg 3/	
USD	White 12 pack			1.50	10 1.50										
GRAD	White 18 pack														
AA	Brown 12 pack	14/1/1					14/1/1/1/1/1/1/1/1/1/1/1/1/1/1/1/1/1/1/				14000				
	MEDIUM		te 12 pack 10 1.49	0.88 - 1.69	100 1 00		White 12 pack	0.00 4.00	100 1.27	0.99	White 12 pack	1.32 0.99 - 1.39	20 90	1.32	
Hen	White 12 pack	1.49	10 1.49	0.88 - 1.69	420 1.60			0.88 - 1.39 2.99	100 1.27 460 2.99	0.99	10 0.99		100	1.88	
USD	•							2.99	460 2.99			1.88	100	1.00	
A	BIOWII 12 pack	Whit	te 12 pack	0.99	40 0.99		White 12 pack	0.79 - 0.99	70 0.92		White 12 pack	0.79 - 1.19	10	0.93	
, ,	MEDIUM		te 30 pack	0.55	40 0.55		White 30 pack	0.13 - 0.33	70 0.32		White 30 pack	0.73 - 1.13	10	0.33	
Tus	SDA ORGANIC	*******	to oo paak				Willio do padic				Willo do padic				
	White 12 pack														
S	Brown 12 pack		20 3.99	3.69 - 3.99	240 3.96										
POI	MEGA-3														
E	White 12 pack			1.99 - 2.99	1,470 2.64			1.99 - 2.99	2,310 2.02			1.99 - 2.59	120	2.05	
	Brown 12 pack			2.50 - 2.99	300 2.78										
, C	AGE-FREE														
Ĺ	White 12 pack	2.49	30 2.49												
т	Brown 12 pack			1.99 - 3.99	640 3.12	2.69	20 2.69					3.79	190	3.79	
YVE	GETARIAN FED														
	White 12 pack			0.40	000 044							0.00	00	0.00	
	Brown 12 pack	e		2.19 - 3.99 NTRAL U.S	260 3.11		SOLITHA	VEST U.S.			NODTU	2.22 WEST U.S.	30	2.22	
		_			LIT\										
—	Feature Rate 1/			,MO,NM,OK,TX sampled outlet	•		•	NV) sampled outlets		(ID,MT,OR,WA,WY) 10.4% of 1,100 sampled outlets					
	ctivity Index 2/		,	Sampieu outiet) (includes Mec		Act	ivity Index = 430				-	•			
	White 12 nack		(includes wed	aiuiii)	0.99	10 0.99	(includes wedi	iuiii)	Activity Index = 130 (includes Medium)						
USD	White 18 nack					0.55	10 0.55	1.79 - 2.59	210 2.36			1.78 - 1.88	50	1.85	
GRAD	Brown 12 pack							1.70 2.00	210 2.00			1.10 1.00	00	1.00	
AA	MEDIUM	Whit	te 12 pack	1.32	30 1.32		White 12 pack				White 12 pack	1.08	10	1.08	
	White 12 pack			1.19 - 1.48	190 1.35	1.50	20 1.50	1.39	10 1.39		, , ,	2.00	10	2.00	
USD	· ·			2.00 - 2.99	170 2.30			2.00	10 2.00						
GRAD	Brown 12 pack														
Α	MEDIUM	Whit	te 12 pack	0.88	20 0.88		White 12 pack	0.99	10 0.99		White 12 pack				
	MEDIOW	Whit	te 30 pack				White 30 pack				White 30 pack				
US	SDA ORGANIC														
s	White 12 pack														
D	Brown 12 pack							3.49	130 3.49			2.50	10	2.50	
E	MEGA-3			0.50	40 0.50			0.40	40 0 40						
E C	White 12 pack			2.50	10 2.50			2.49	10 2.49						
1	Brown 12 pack														
A C	White 12 pack														
L	Brown 12 pack							2.69	20 2.69			2.69 - 2.99	50	2.77	
VVF	GETARIAN FED							2.00	20 2.00			2.00 2.00	- 55		
Y '-	White 12 pack														
	Brown 12 pack														
Sourc	e: USDA Agricultur	ral Marketing Service	ce Poultry	Market News a	and Analysis - (202) 720-6911	website: httr	o·//www ame us	da gov/nymark	etnews htm				2 of 3	

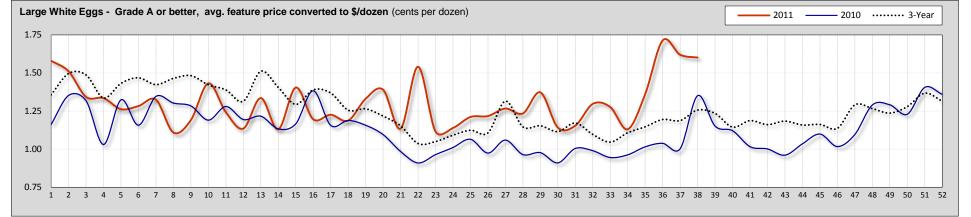
USDA

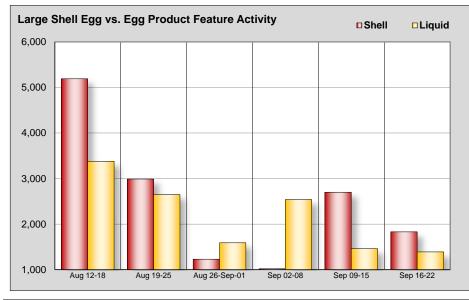
USDA Weekly Retail Shell Egg and Egg Products Feature Activity

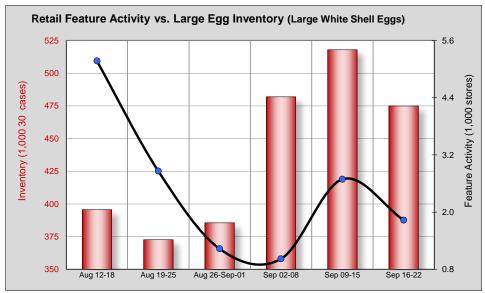
Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 09/16 thru 09/22.

(prices in dollars pe	er carton)
-----------------------	------------

EGG PRODUCTS	THIS WEEK			NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST		
1/ Feature Rate	5.5%	5.5% 5.6% 8.1%		7.6% of 3,900 sampled		5.2% of 5,100 sampled		1.3% of 3,300 sampled		2.8% of 3,600 sampled		13.0% of 2,500 sampled		3.9% of 1,100 sampled		
2/ Activity Index	1,390	1,460	3,300	Activity In	dex = 560	Activity In	dex = 270	Activity Ir	Index = 40 Activity In		Activity Index = 100		Activity Index = 380		Activity Index = 40	
	Stores Avg 3/	Stores Avg 3/	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	
14-16 oz. crtn	1,030 2.49	810 2.37	2,380 2.12	2.29 - 3.49	550 2.77	1.98 - 2.99	270 2.13	1.99 - 2.29	40 2.13			1.9	9 130 1.99	2.99	40 2.99	
32 oz. crtn	360 4.21	650 4.47	660 4.16	3.99	10 3.99					4.79	100 4.79	3.98 - 3.9	9 250 3.98			
3 - 4 oz. cup			260 2.47													
2 - 8 oz. cup																







Note: See page 1 for explanatory notes.